

FLEX PRICE DEALS

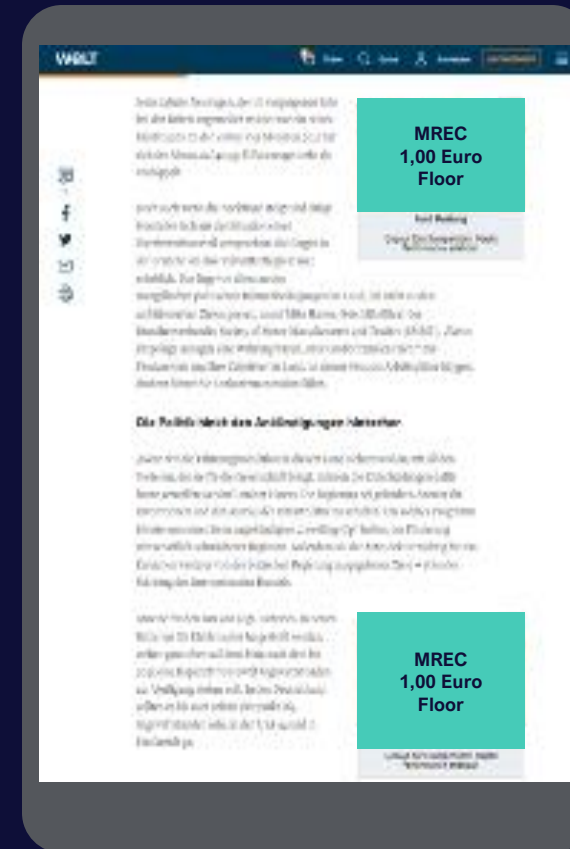
Through dynamic floor pricing, the media impact inventory is offered at granular floor prices at placement level.

FLOOR PRICE DEAL:

- Cross-deal and placement-independent
- The floor price is known and always the same
- Areas, performance and KPI-independent

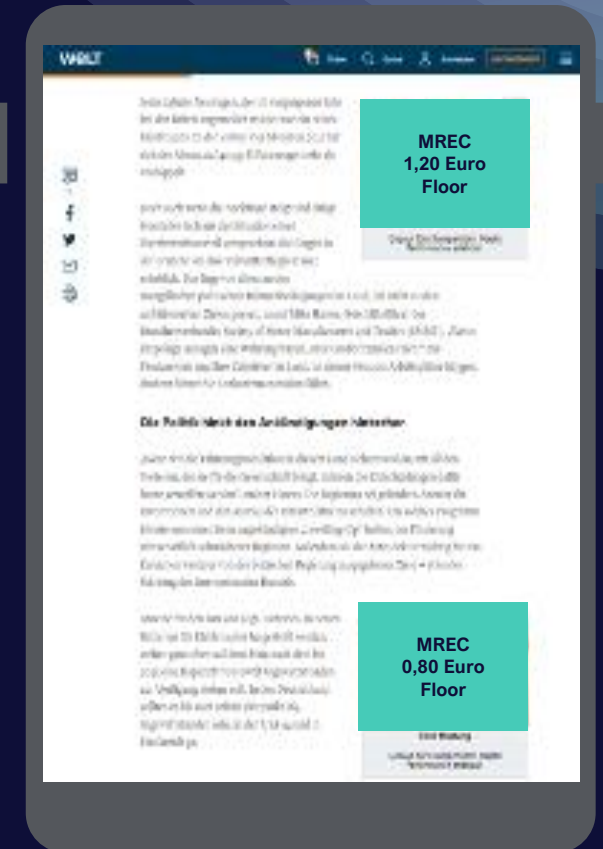
FLEX PRICE DEALS:

- Floor price at placement level, based on demand
- Transfer of OMP logic to PMP
 - No SSP costs incurred as in the OMP
 - More budget for media buying
 - Commitment-capable



FLOOR PRICE DEAL FOR MREC

1,00 €



FLEX PRICE DEAL FOR MREC

0,50 - 1,50 €

HOW DOES THE BUYER BENEFIT?

- 1 INVENTORY:** The buyer receives more inventory at a competitive price point (e.g. 0.80 euros). The less utilized placements are offered at a lower floor price within the deal.
- 2 PERFORMANCE:** Optimization for CPX takes place automatically. The DSP is given the opportunity to buy impressions at differentiated floor prices and use this accordingly for high-performance KPIs.
- 3 PRIVATE AUCTION:** The buyer receives all the benefits of a private auction. Advice, optimization, troubleshooting, SSP fees, commitment relevance and working media.
- 4 WORKING MEDIA:** There are no SSP fees for the buyer in the private auction. The deal budget can be used entirely for media buying. As a rule, other tech fees (e.g. DSP fees) are also lower for the buyer via Private Auction.